

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☒ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐
----	---

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?
9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON	
6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low? <i>I do not use a laptop I only use my phone, it's harder to buy them.</i>
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service? <i>I use the Bus</i>

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service? <i>I use the train</i>

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	---

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low? <i>It can be confusing</i>
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	---

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service? <i>I walk, I live near by.</i>

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☒ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
	11. If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	---

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	---

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service? <i>I will be dropped off</i>

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☐ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☒ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☒ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☐ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☐ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☐ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service? <i>I don't drive</i>

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☐ Meal deals ☐ Match day programmes ☒ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☐ Over the phone ☒

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☐ No ☒

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☐ No ☒
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☐ No ☒
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☐ In person ☒ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☐ No ☒
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☐ No ☒
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☐ No ☒
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☒ Eticket (print at home) ☐ b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☐ No ☒ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐
	b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒
	b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other:

MARKET RESEARCH – ticketing at the Liberty Stadium



1.	a) Are you a Season Ticket Holder? Yes ☒ No ☐ b) If yes to the above: Are you aware that as a season ticket holder you have the option of ticket exchange if you are unable to attend a fixture? (This allows a season ticket holder to 'return' their seat for sale for a particular match. If the seat is resold through the system, the season ticket holder receives credit of half the ticket value which can be used against the cost of renewing their season ticket for the following season) Yes ☒ No ☐
2.	Are you a Jack Army member? (this is a membership where loyalty points are accrued. When Swansea City matches go on sale at the Liberty Stadium, Jack Army members are given the first sale period to secure tickets) Yes ☒ No ☐
3.	Are you aware that the Stadium had a new Ticketing system installed at the start of the 2014/15 season- Ticketmaster? Yes ☒ No ☐
4.	On a scale of 1-5 (5 being excellent and 1 being very poor) how would you rate your ticketing experience this season? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
5.	When purchasing tickets at the stadium, by what means do you do so? Website ☒ In person ☐ Over the phone ☐

THIS SECTION IS FOR SUPPORTERS WHO HAVE PURCHASED ON-LINE DURING THE CURRENT SEASON

6.	a) This season, if you have purchased tickets via the websites have you opted for: Tickets to be sent out via post ☐ Eticket (print at home) ☒ b) If answered via post: Are you aware that Etickets are now available? Yes ☒ No ☐
----	--

7.	a) On a scale of 1 to 5 (5 being excellent and 1 being very poor), when purchasing tickets on-line, how would you rate the usability of the ticketing site? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
8.	When purchasing on-line have you purchased on-line car parking? Yes ☒ No ☐ If no, would you please inform us why you have chosen not to use this service?

9.	a) Along with a new ticketing system, the stadium also installed access control (scanners) for the current season. On a scale of 1 to 5 (5 being excellent and 1 being very poor), how would you rate your experience of them? 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐
	b) If you rated this 1/2, could you please give detail as to why you have rated this question low?
10.	If the stadium added pre-purchases on-line at a slightly discounted price, for food and beverage etc, and created fast track queues, would this be something you would be interested in? Yes ☒ No ☐
11.	If the stadium decided to offer pre-purchases on-line, which of the following do you feel you would like to see? (for clarity – you would receive a voucher which could be redeemed at a fast track queue) Alcohol ☒ Meal deals ☐ Match day programmes ☐ Other: